

MERCURY MESSENGER

AUGUST 2013



VERA WANG

The FTD® Eloquent™ Bouquet
by Vera Wang (V13d)

LOOK INSIDE!

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DRIVE ADDITIONAL TRAFFIC TO YOUR WEBSITE

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ENTER FOR A CHANCE TO WIN A FREE SHOP MAKEOVER

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CREDIT CARD PROCESSING CAN HELP YOU SAVE

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FTD

Flowers say it better. FTD says it best.™



Tom Moeller
Executive Vice President,
Florist Segment

DEAR FTD FLORISTS,

As your business partner, I want to take a moment to remind you of the variety of business solutions that FTD offers to help you **build your local business**, a few of which I highlight below. In addition to the millions and millions of orders that FTD and its members generate, we have been focused on enhancing the various products and services that members can leverage to grow. From driving everyday orders with new and innovative product lines like the exquisite FTD® Expressions Collection, to helping you optimize your e-commerce business, **FTD is your one-stop solution for all your business needs.**

INCREASE SAVINGS WITH FLAT RATE CREDIT CARD PROGRAM

FTD Cash-Flo offers members a **great low rate** on all major credit card processing, with **no additional fees**. Plus, you can review all your statements in one place, right on your FTD Clearinghouse Statement. Our dedicated FTD Cash-Flo team can provide you with a **FREE** cost analysis at **800.788.9000** so you can start saving today.

OPTIMIZE YOUR BUSINESS ONLINE

FTD offers multiple, easy-to-use online marketing services to help you **reach customers shopping online**. From generating additional traffic to your website with FTDFlorists.com to helping increase your ranking in premier search engine results with FTD Local Search, we have relationships with leading online marketing providers to help you **boost your online business**. Contact FOL Gold Support at **866.926.5197** for more information.

STRENGTHEN YOUR SKILLS WITH FTD UNIVERSITY

Learn a variety of tactics to help **manage and market your shop** with a suite of workshops, webinars and classroom-based training for any size budget through FTD University. Check out our 2013 programs like the upcoming webinar featuring floral accounting expert Derrick Myers, CPA, CFP, from Crockett, Myers & Associates, who can help you **maximize your incoming order profitability**. For the full 2013 education calendar, visit **FTDi.com/FTDUniversity**.

GROW YOUR BUSINESS WITH MERCURY CONNECT™

Take advantage of the power of our point of sale on your own hardware. FTD Mercury Connect provides a great value for florists to help **streamline and grow your business** both locally and via the Mercury Network. Contact FTD Technology Sales at **800.767.3222** for more information.

If you would like to learn more about these and other exciting opportunities with FTD, please contact your local Field Business Consultant or FTD Member Services at **800.788.9000**.

Thank you for being FTD and for your business!

GET OPTIMIZED OR GET LOST

Consumers Are Looking for You Online

Statistics show that consumers are searching online for local businesses, like florists. Without an optimized web presence, you will miss the opportunity for consumers to find your business.



While paid search programs can be costly and time consuming, FTD has a suite of **cost-effective online marketing solutions** to help maximize your exposure. From **generating additional traffic** to your website, to helping you **increase your ranking** on popular search engines, FTD's online marketing programs can help you **promote your business locally**.

Contact FTD Florists Online at **866.926.5197**.

POP KITS CAN HELP STIMULATE SALES

The FTD Fall & Winter 2013 Point-of-Purchase (POP) kits will be delivered to FTD Member shops in August. Your shop can **attract more customers** and potentially **increase sales** with these beautifully designed in-store merchandising materials featuring FTD codified exclusives.



INCLUDED:

- NEW! Interchangeable counter mat with 8½" x 11" inserts
- Workroom calendar
- 12" x 16" posters
- 2013 Floral Selections Guide update

Visit **FTDi.com/LocalMarketing** for a complete list of items included in the POP kit and more information.

There's still time to codify for florist-to-florist and FTD.com fall and winter orders. Contact your Marketplace Representative at **800.767.4000**.



FTD SPOTLIGHT: THE DAISY FAIR FLOWERS

The Daisy Fair Flowers has been serving the Conway, South Carolina area for more than 38 years, and has been selected "Best Florist" multiple years in a row. An FTD Member for 25 years, the shop has participated in FTD® Good Neighbor Day® for two years. We recently spoke to owner David Summers about his success in hosting the goodwill PR event.

FTD: Why did your shop decide to host FTD Good Neighbor Day?

David: We had not participated in the event for a few years and since it's on September 11 this year, we thought it would be a great time to do it again and in a BIG way!

FTD: What promotional activities does your shop incorporate into the event?

David: Social media is, and has been, our best way of reaching out to our customers and community. Email and statement stuffers help as well. We also get support from local TV and radio stations.

FTD: At your last event, you donated to a local food bank. What are your plans for this year?

David: The first year we had people donating cash and tipping us during the event. At the end of the day, we gave the donations to our local food bank. This year, we are seeking donations for Waccamaw Youth Center, a boy's home in Conway. They will also be participating in the event and helping us prepare the night before.

FTD: How do you get so many volunteers?

David: FTD provided us with great tools to make all of this come together. We contacted our local government offices, chamber of commerce, veteran groups and churches for participation. This year, we have partnered with a local cemetery and funeral home to help co-sponsor this event.

FTD Flower Exchange offers special pricing on flower purchases exclusively for florists participating in FTD Good Neighbor Day. Call 800.767.4000 for a quote today.



"The publicity and attention is FREE and makes your presence known in your community."

FTD: How has The Daisy Fair Flowers benefitted from participating in FTD Good Neighbor Day?

David: This has been one of the MOST rewarding things I have ever done. The event is so amazing and the smiles from people as they say "thank you" makes it all worthwhile. Our phones rang for weeks from people saying what a difference that day made. We have new customers that call and ask, "Are you the shop that gave away the roses?"

FTD: Would you encourage other florists to be part of this event?

David: Yes! Our customers and community get very excited about this event. The reward is knowing that we made a difference. The publicity and attention are FREE and they make your presence known in your community. You build friendships and a customer base that puts you ahead of your competition.

FTD: How was FTD Flower Exchange helpful in planning your flower purchase?

David: FTD Flower Exchange was most helpful in seeking out great product at a really good price. When I told our account representative I wanted 20,000 roses, there was a long pause, but he came through!

To learn how you can participate in FTD Good Neighbor Day, go to FTDi.com/GND.

TOP 4 TIPS TO IMPROVE EVERYDAY ORDER FULFILLMENT

Consistently Deliver a Quality Product

QUALITY is based on the perceived value your customer receives from your products and services. A quality process with checks and balances will ensure that you consistently provide value to your customer from the moment the order is received, through design and delivery.

Provide Superior Customer Service

EXCELLENT customer service can lead to customer loyalty. A customer's floral shopping experience is often personal and emotional. As you provide constructive feedback, listen to the customer and remember that "the customer is always right." Think of every customer as an investment and serve them as if they are your only one.

Focus on Accuracy

ACCURACY in design styles, flower varieties and color is crucial. Recipes for FTD Floral Selections Guide products are provided to assist you in designing and delivering the product your customer ordered. Remain true to the recipe and your customers will remain loyal to your business.

Fill Orders to Value

VALUE is perceived by the customer. It is important to know how to demonstrate the value of your hand-crafted designs. Fill orders to the value ordered by the customer or the value required by the recipe. Know when and how to add value to your design.

Visit FTDi.com/Quality for more information on our program.

The FTD Advantage

Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation



REVITALIZE YOUR SKILLS AT FTD BOOT CAMP

FTD Boot Camp is a three-day workshop, instructed by FTD Education Consultant Ann Jordan AIFD, that offers you countless tips and ideas about how to **drive local business** to your shop, **fine-tune your design techniques** and **market your business** for success.

October 7-9, 2013

Learn more & register at FTDi.com/FTDUniversity.



"FTD Boot Camp is a good way to reboot your way of thinking and help focus on the target of being a well-run, profitable business. Upon my return home, I was enthusiastic about implementing some of the ideas we had learned and discussed."

Murray Van Egmond,
Edgewood Florist, Montreal-Ouest, Quebec, Canada

View the complete 2013
Education Calendar at
FTDi.com/FTDUniversity.

WIN A FREE FLOWER SHOP MAKEOVER

Enter for your chance to **win a FREE makeover** for your flower shop!

- Register for and attend the **FREE** live webinar:
Merchandising 9-1-1
Presented by J. Keith White AIFD
August 20, 2013 - 2 pm EDT/11 am PDT
- Submit a 75 word essay to prdept@FTDi.com explaining why your shop interior deserves a makeover
- Submit 1 to 2 photos of your shop's current interior space and storefront window display to prdept@FTDi.com
- Attend the webinar on August 20, 2013 in its entirety

To register or for official contest rules, visit FTDi.com/Makeover.



FREE

WEEKLY FLOWER PRICING CAN HELP YOUR BOTTOM LINE

Let FTD Flower Exchange color your shop for fall with seasonal standing order pricing. Whether you're looking for seasonal colors, inviting textures or top-selling flowers to fill your fall containers, we can help. FTD Flower Exchange offers **quality, flexibility and expert advice**, all while keeping an eye on your bottom line.

Call FTD® Flower Exchange
at 800.767.4000.

The deadline for seasonal weekly standing orders is Friday, August 30.

BUSINESS SOLUTIONS



"LIKE" THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at facebook.com/MercuryNetwork.



FTD® SOLUTIONS

How Has FTD Helped You?

Florist Recognizes Cost Savings Through FTD Cash-Flo

Recognizing that payment by credit card was trending high amongst his customers, Greg Plasterer, owner of Plasterer's Florist & Greenhouses Inc., located in Chambersburg, PA, was looking for a simpler, more cost-effective way to meet their needs.

Greg took advantage of FTD Cash-Flo's **FREE** credit card processing cost analysis, which helped him find a solution that saved his shop money and time. Today, Greg processes his customer's credit card payments with FTD's 3% flat rate program and he can manage all his credit card transaction statements in one place.

"FTD has a better rate on credit cards, as well as an easy way of managing the statement," stated Greg. "Plus, FTD waits until the end of the month to bill me once for all my shop's charges instead of with each sale, keeping the interest in my bank account until I pay my FTD Clearinghouse Statement." FTD Cash-Flo has estimated savings of more than \$1,000 annually for Plasterer's Florist & Greenhouses Inc.

"FTD has a better rate on credit cards, as well as an easy way of managing the statement."

"The ease of operation while clearing credit cards has improved my business," said Greg. "You can even easily type in credit card numbers when taking phone orders. It is also easier on bookkeeping because everything aligns and matches up so you can look back at daily charges in one place."

Greg also found FTD Cash-Flo to be helpful during the busy season. **"Using FTD Cash-Flo sped up our order process throughout the holidays** and made it simple to take orders," exclaimed Greg. "Processing goes directly through the internet instead of a dial-up service so it is pretty fast; no standing and waiting for orders to come through."

"The transition to FTD Cash-Flo was simple, without any problems," claimed Greg. "FTD has always been very helpful. I would definitely recommend FTD Cash-Flo to other florists."



Contact FTD Cash-Flo at 800.788.9000 for a FREE cost analysis on your credit card program.

REVOLUTIONARY FLORAL MANAGEMENT POS SYSTEM CAN STREAMLINE YOUR BUSINESS

The revolutionary Mercury Connect™ provides the best value for florists, enabling you to **be more efficient and grow your business**. Combining the power of FTD Mercury® with the flexibility of new technology, Mercury Connect provides powerful tools to help you **streamline and manage day-to-day tasks**.

- Affordable point of sale software on your own computer
- Manage your local and florist-to-florist business
- Maintain your customer and product data
- Powered by FTD Mercury® technology

Plus, Mercury Connect offers exciting add-ons, such as Wedding & Event Planner, Mercury Marketing and FTD Mercury Mobile, to provide you with the ability to tap into new business channels while keeping you organized.



LEADING TECHNOLOGY

For more information or a FREE demo, contact FTD Technology Sales at 800.767.3222 or techsales@FTDi.com.



Deborah De La Flor AIFD

FIVE TIPS TO BOOST YOUR WEDDING BUSINESS

By FTD Education Consultant Deborah De La Flor AIFD

Weddings can be extremely profitable for florists, and this is a part of the business you do not want to miss out on. **Differentiate your wedding offerings** with the following five tips to **boost your wedding business**:

1 BE KNOWN AS A WEDDING SPECIALIST

It all starts with the perception that you are “The Wedding Specialist” in your community.

- Create a dedicated, stress-free bridal consultation area in your shop
- Set a consultation appointment and be sure the bride has your undivided attention during that time
- Listen to her needs first, and follow by showing your knowledge and expertise
- Know the local wedding venues and stay current with the latest trends and styles

Once the consultation is complete, email a professional proposal and follow with a phone call to make sure all the bride’s needs are met.

2 MAKE YOUR BRIDE FEEL SPECIAL

The bride is planning one of the most important days of her life. Make sure she feels special — a happy bride will be a satisfied customer that results in FREE word-of-mouth advertising. To keep your shop top-of-mind, create a sample bouquet in front of the bride and send her home with it. Remember that today’s brides are using social media; it’s important they are saying good things about your shop.

3 BE PROACTIVE — MAKE INDUSTRY RELATIONSHIPS

Contact all event venues, wedding planners and specialists in your area to find out how to become a preferred vendor. They are a great source for bridal contacts and can help drive wedding business to your shop. Make sure they have your promotional materials to provide their brides, and you can offer to do the same for them.

4 PRICE COMPETITIVELY

Make sure your pricing is competitive so that you do not price yourself out of the market. To help your profit margin, work with the colors and style the bride is looking for, not specific flowers.

5 GET INVOLVED IN INDUSTRY SHOWS

Although wedding shows are costly, they are a great way to see a multitude of brides all at once. Be creative on saving costs, like asking to trade flowers and bouquets for table space at the show. Showcase your work with actual bouquets and centerpieces decorating the table, along with photographs of previous work and testimonials. Make your table look inviting and hand promotional materials to every bride you meet.

Deborah De La Flor owns De La Flor Gardens in Cooper City, FL. Her website is delaflogardens.com.



THE FTD TEAM IS WORKING FOR YOU

FTD Marketplace Sales

800-767-4000
marketplacesales@FTDi.com

FTD Flower Exchange

800-767-4000
ftdflowerexchange@FTDi.com

FTD Member Services

800-788-9000
memberservices@FTDi.com

FTD Mercury Support

888-205-7225

FTD Technology Sales

800-767-3222
techsales@FTDi.com

FTD Florists Online

800-576-6721
floristsonline@FTDi.com

FTD Flowers All Hours

800-669-1000
fah@FTDi.com

FTD Cash-Flo

800-788-9000
cashflo@FTDi.com

FTD Directory Services

800-788-9000
directoryservices@FTDi.com

FTD Newsletter

prdept@FTDi.com

FTD International Retrans

retrans@FTDi.com

FTD Quality

800-788-9000
quality@FTDi.com



[facebook.com/MercuryNetwork](https://www.facebook.com/MercuryNetwork)



Derrick Myers, CPA, CFP

FREE FTD WEBINAR SERIES

Learn Without Leaving Your Shop!

The FTD Webinar Series is a collection of educational presentations available online to help you increase your sales and profits, while reducing your costs. Enhance your business skills without leaving your shop. **Register today at FTDi.com/FTDUniversity.**

Drive Profits by Understanding Your Cost of Goods Sold

Presented by Derrick Myers, CPA, CFP

Vice President, Crockett, Myers & Associates

Tuesday, September 10, 2013 • 2 pm EDT/11 am PDT

Watch all webinars at your convenience at FTDUniversity.com. Each session is recorded and posted for future viewings.

View the complete 2013 Education Calendar at FTDi.com/FTDUniversity.

NEW

